

CASE STUDY

E-commerce

A tech conglomerate examines Metaverse shopping adoption trends



About the client

Our client is an American multinational technology company specializing in developing technology that enables people to learn, play, think, transact, and socialize in the Metaverse.



Revenue

\$117.93 Bn*



Headquarters

California,
US



Employees

72K*

*(as of March 2022)



Business challenge

Our client sought a comprehensive study of the Metaverse adoption trends, specifically to gauge the interest of retailers and brands, as well as consumer perceptions of shopping in the Metaverse. The technology leader aimed to envision what the future holds for retail experiences in the Metaverse.

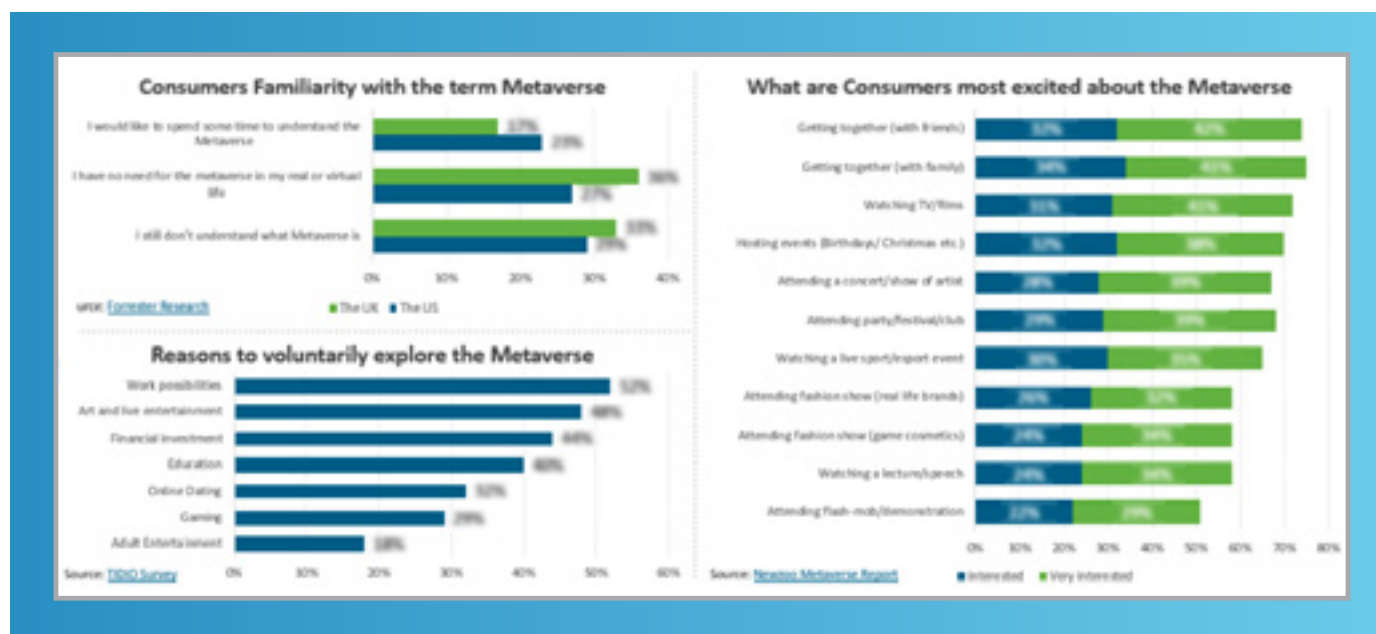


Netscribes solution

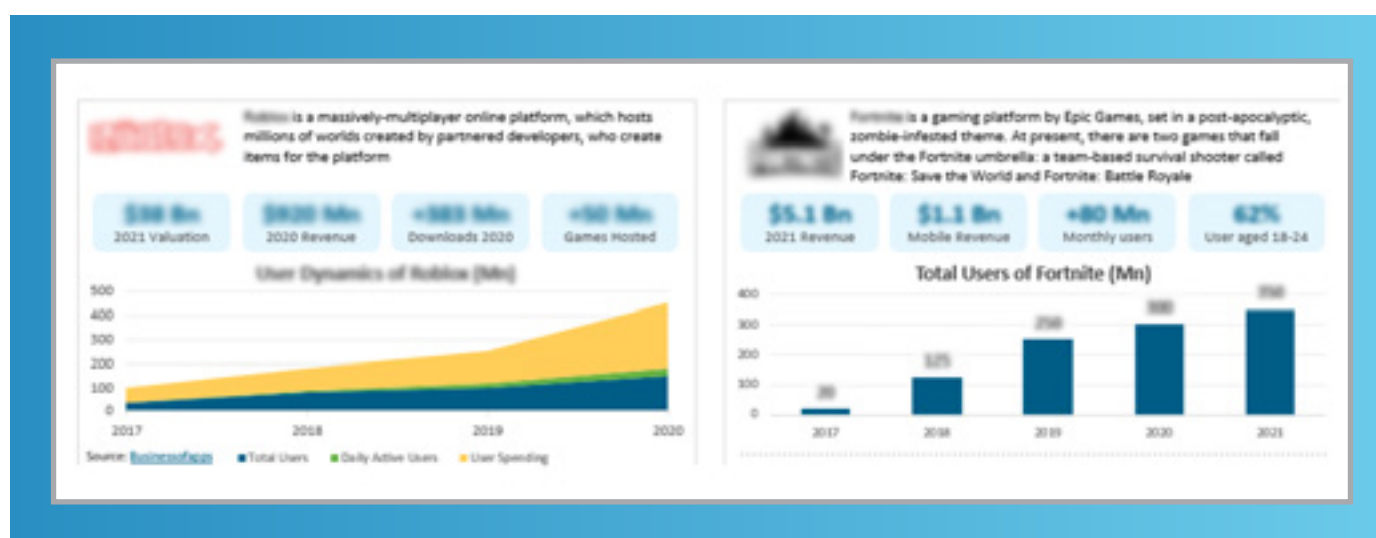
Leveraging our known expertise in technology intelligence, Netscribes implemented a multi-pronged research approach with a clear goal to provide our client with timely and relevant insight into adoption trends in the Metaverse. The study covered in detail the emerging AR/VR trends, leading Metaverse platforms and rise of NFTs, and consumer perception, followed by an analysis of how retailers are embracing this virtual world and thought-leaders' predictions on the future of Metaverse.

We carried out an in-depth adoption trend research and analysis into our client's challenge covering the following aspects:

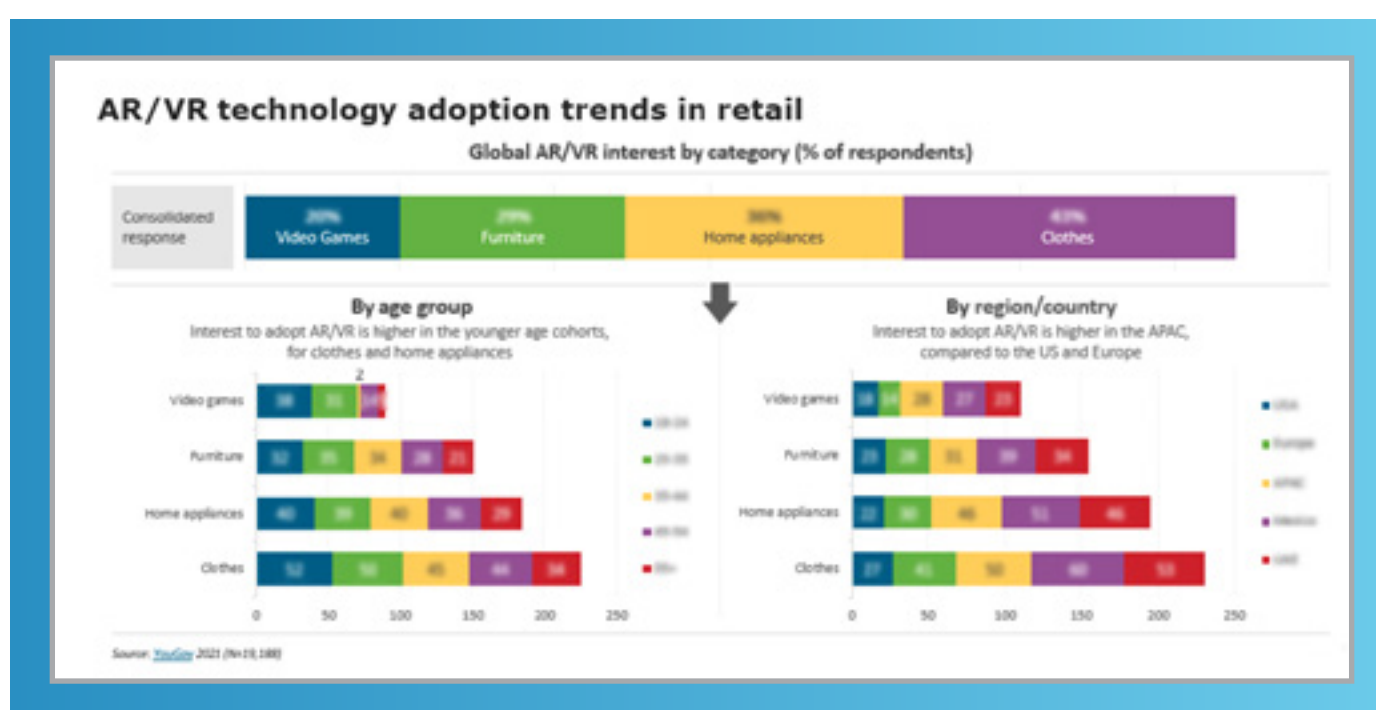
Consumer interest in the Metaverse



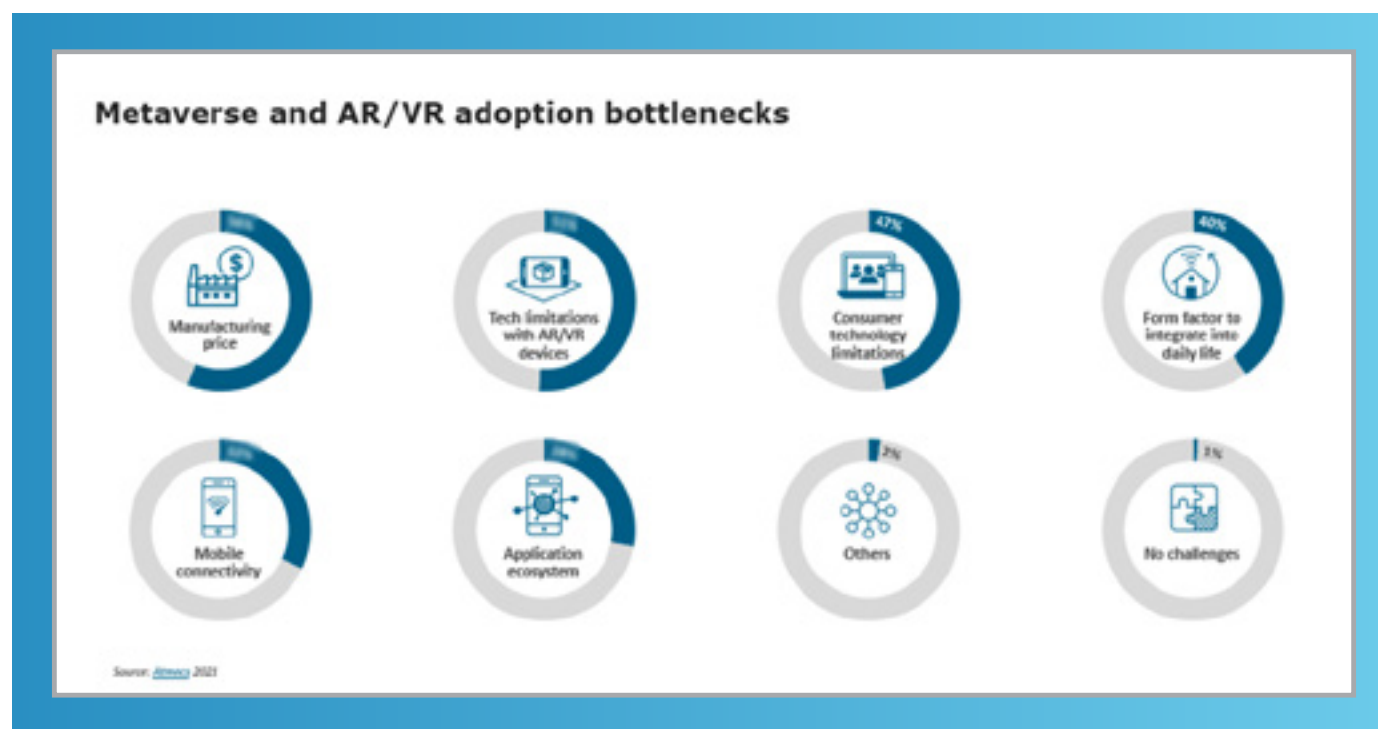
Key Metaverse platforms



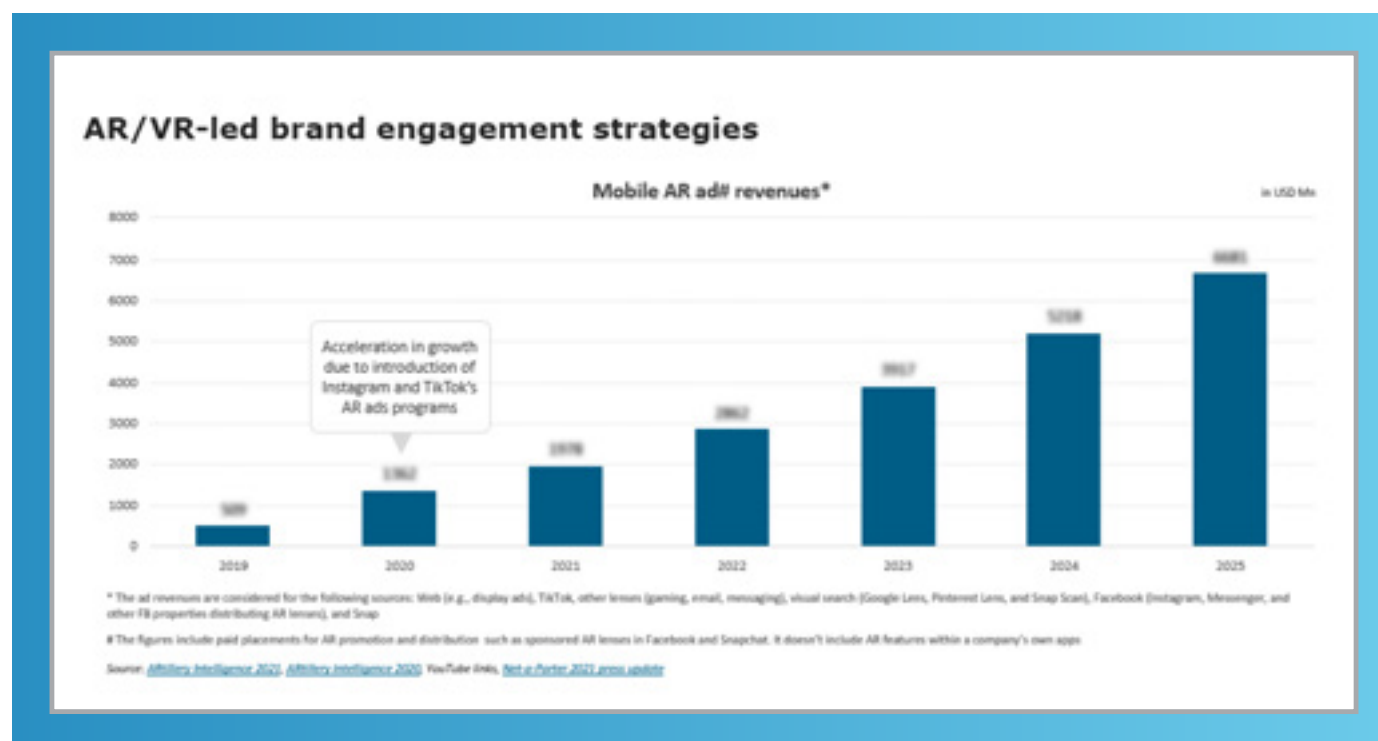
AR/VR technology adoption trends in retail



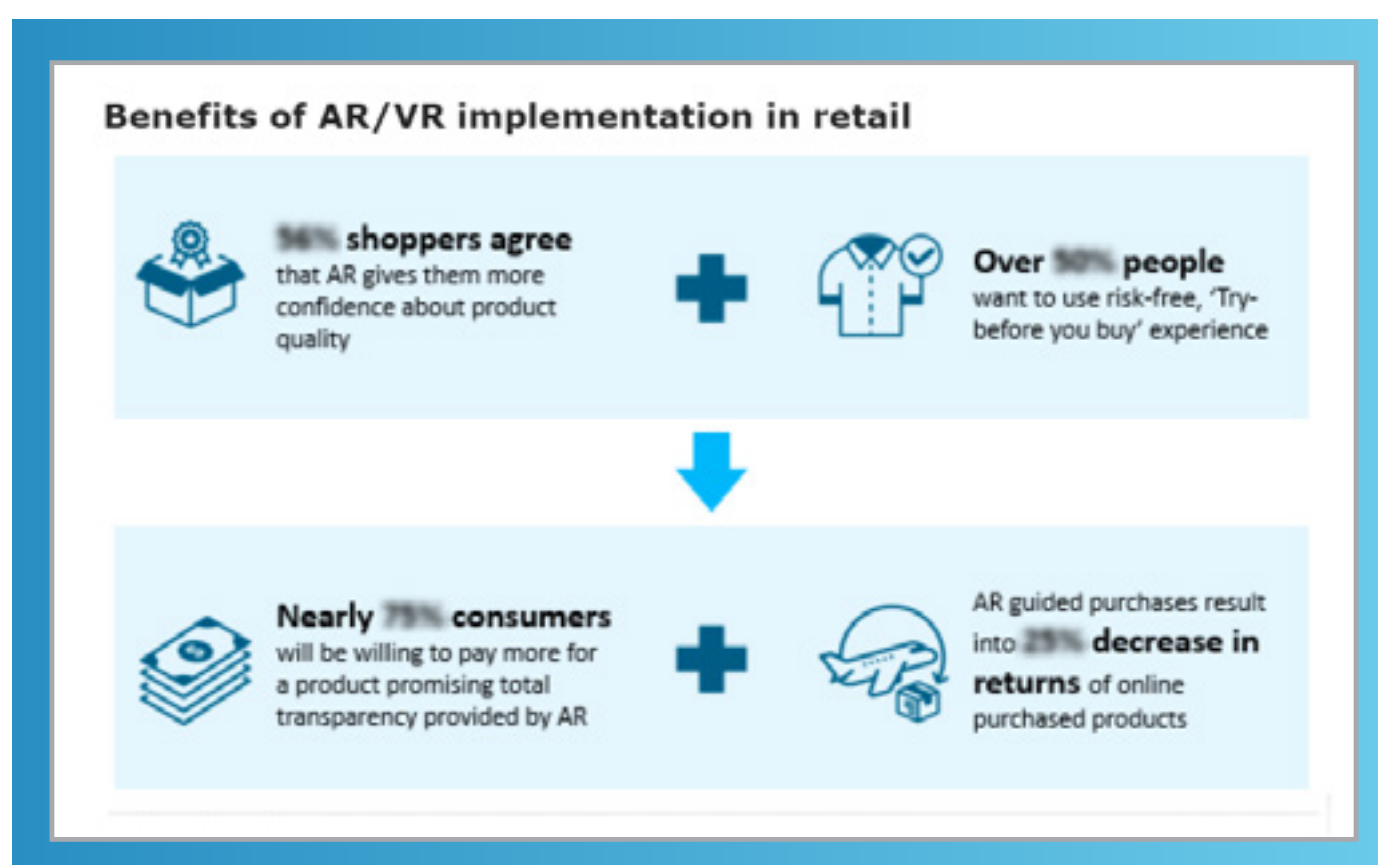
Metaverse and AR/VR adoption bottlenecks



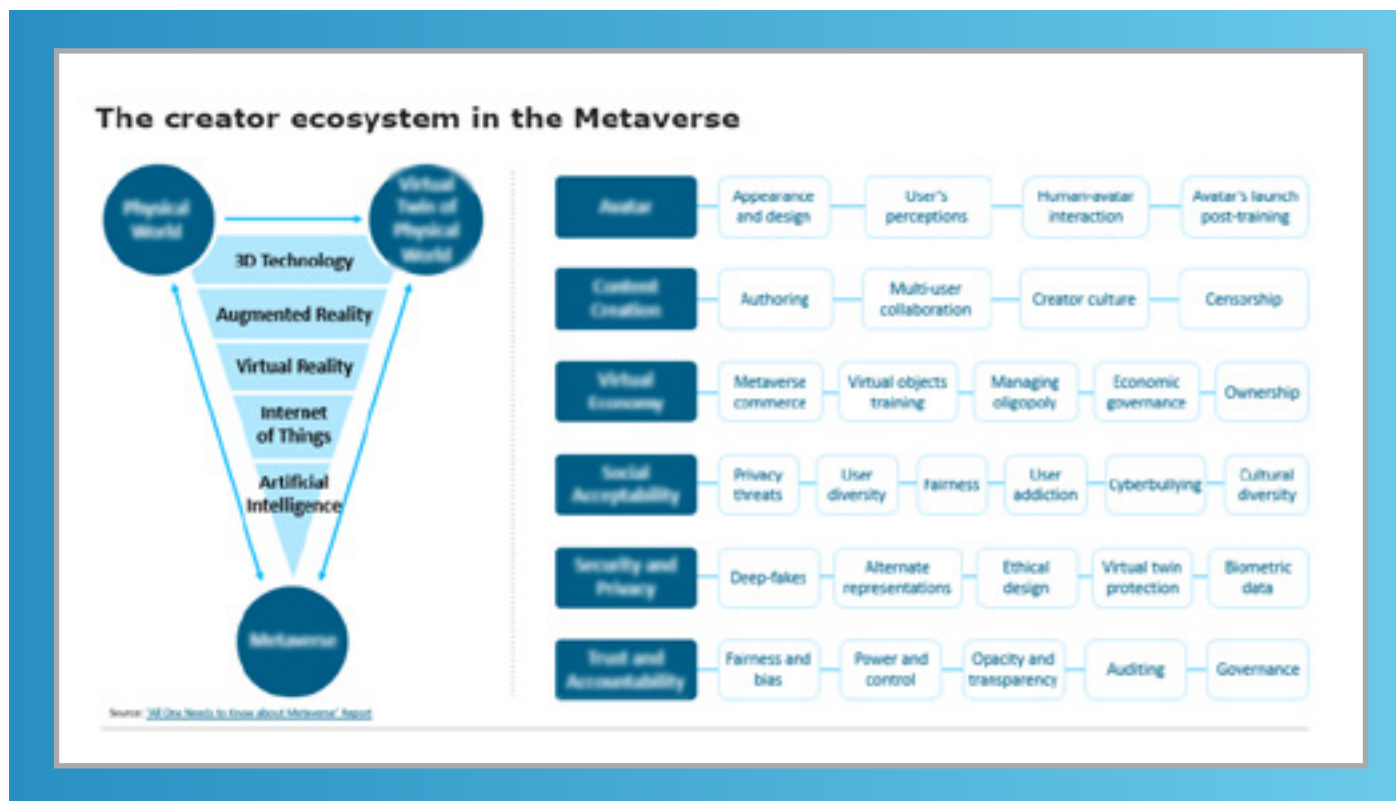
AR/VR-led brand engagement strategies



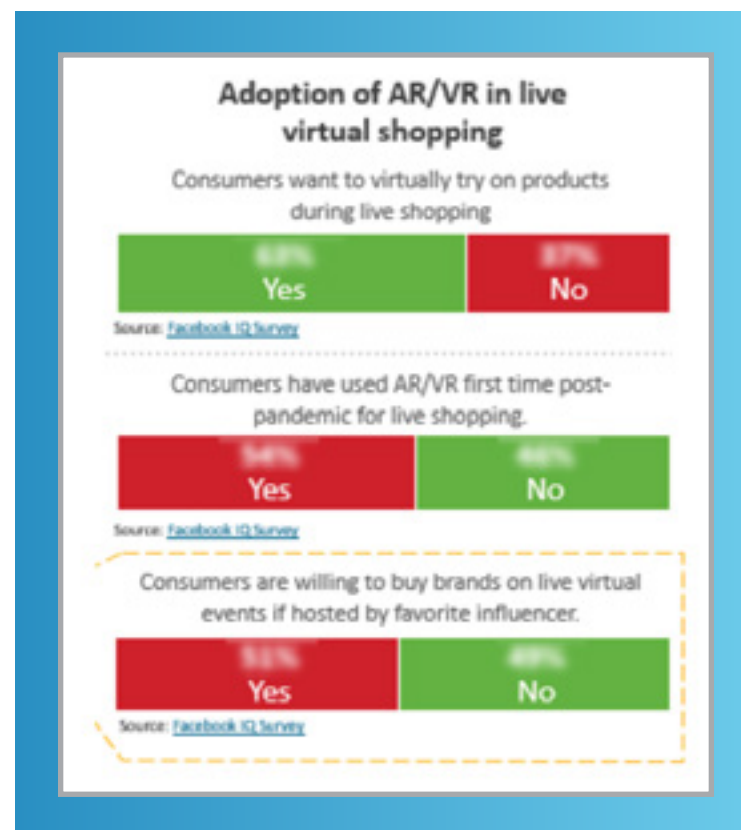
Benefits of AR/VR implementation in retail



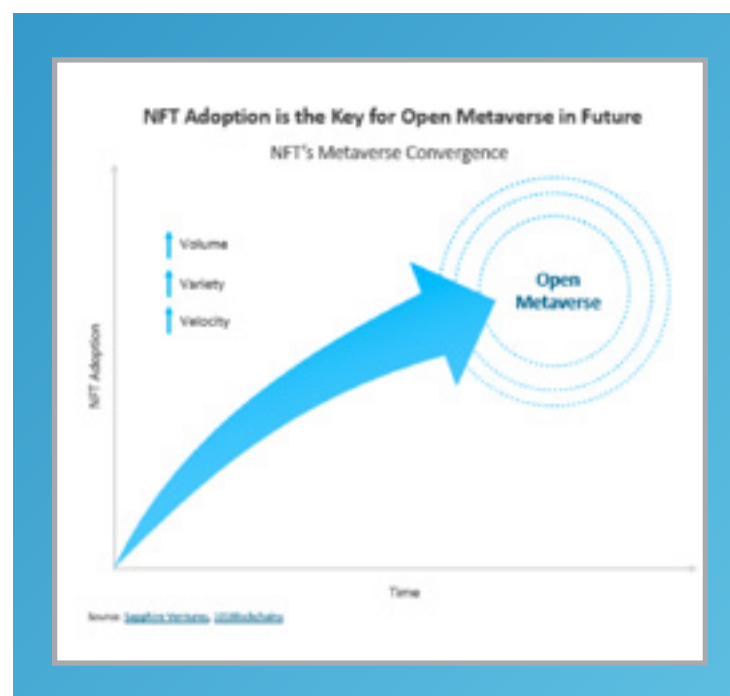
The creator ecosystem in the Metaverse



The future of digital and virtual shopping events




The use of NFTs in the retail Metaverse






Opinions from industry thought leaders



It wouldn't be an exaggeration to say that without AI, the Metaverse won't exist; as carbon is to the organic world, AI will be both the matrix that provides the necessary structural support and the material from which digital representation will be made. Of all the ways in which AI will shape the form of the Metaverse, perhaps most essential is the role it will play in the physical-digital interface. 

— **Nitzan Mekel-Bobrov**
Chief AI Officer, eBay



Now is the chance for brands to get ahead by embracing the digital future... The Metaverse may seem like another thing to do as part of digital transformation. Instead, embrace the Metaverse as an opportunity to expand your brands, what they do, and how they do it. 

— **Cathy Hackl**
Tech futurist



Results

Our research findings and Metaverse adoption trend analysis helped the client initiate the following:

- Stage-by-stage implementation of their metaverse presence for retailers
- Targeting specific geographies
- Adoption and expansion of Metaverse shopping engagement strategies

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